

EXAMPLE RECORD STRUCTURE OF MASTER DIGITAL LIBRARY AND END USER DIGITAL LIBRARY

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6	→ ARTIST'S NAME
8 ——	TRACK TITLE
10 ——	→ ALBUM TITLE
12	► GENRE
14	TRACK LENGTH
16	FILE FORMAT
18	BIT RATE
20 ———	FADE-IN POINT ("INTRO")
22 ———	FADE-OUT POINT ("OUTRO")
24	TRACK IDENTIFICATION CODE
26 ———	TRACK LOCATION
28	→ ENCRYPTION KEY
30	> URL

EXAMPLE SCHEDULE 40 — RECORDED ANNOUNCMENT #973 102 ──── TRACK #127 36 — → AD #035 38 — ► LOCAL INSERT BREAK #048 104 — → TRACK #583 106 — → TRACK #427 108 — → TRACK #727 37 → AD #350 110 ----- TRACK #625 112 ── TRACK #236 39 → AD #443 42 → EXTERNAL EVENT #897

EXAMPLE RECORD STRUCTURE CONSUMER DATA 54 ——→ NAME 56 ——→ AGE 58 — GEOGRAPHIC LOCATION 60 — INCOME 62 — → GENDER 64 — MARITAL STATUS 66 — FREQUENT FLYER NUMBER 68 ───── FINANCIAL PROFILE 70 — → CAR PREFERENCE 72 TRACK ID CODES FOR TRACKS STORED IN END USER DIGITAL LIBRARY

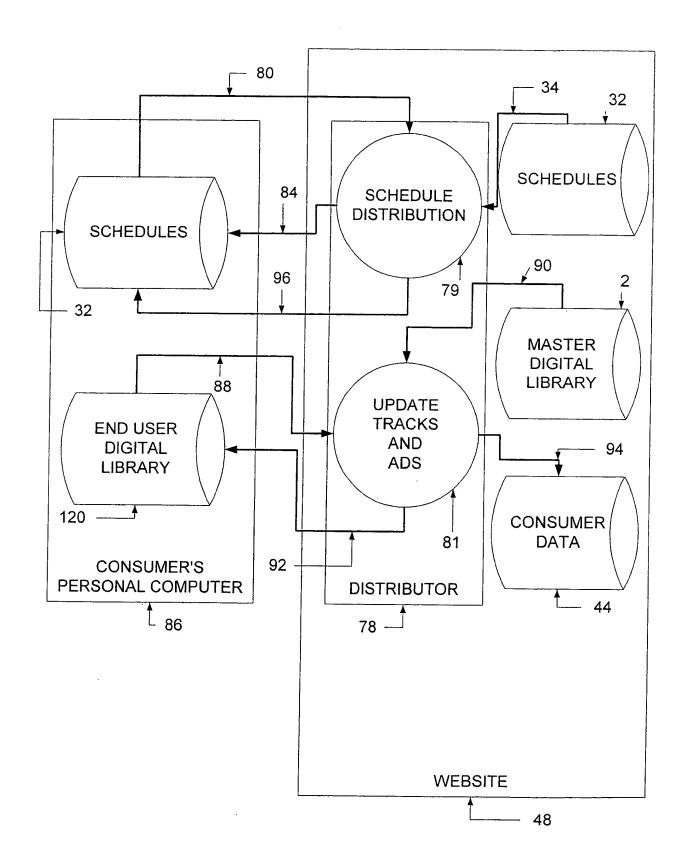


FIGURE 5

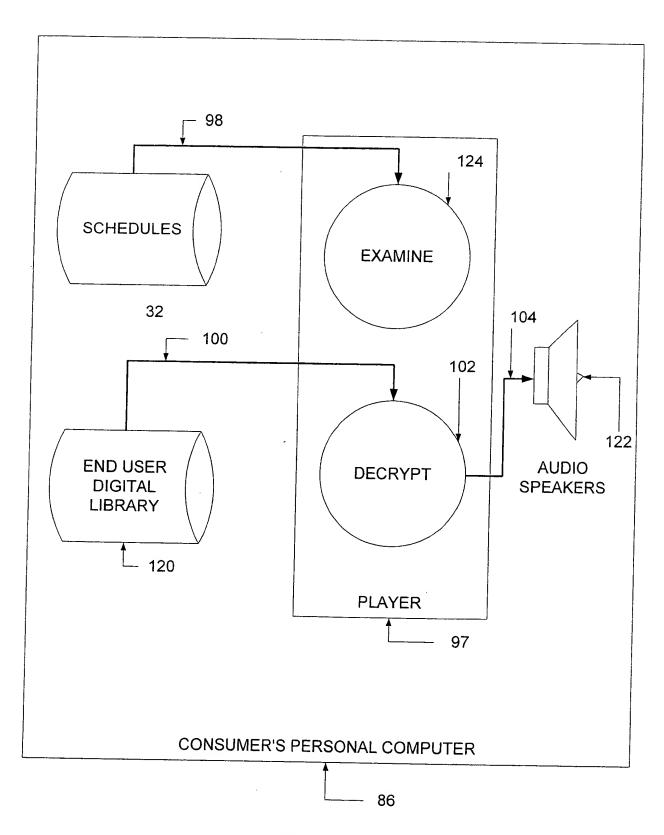


FIGURE 6

FIGURE 7

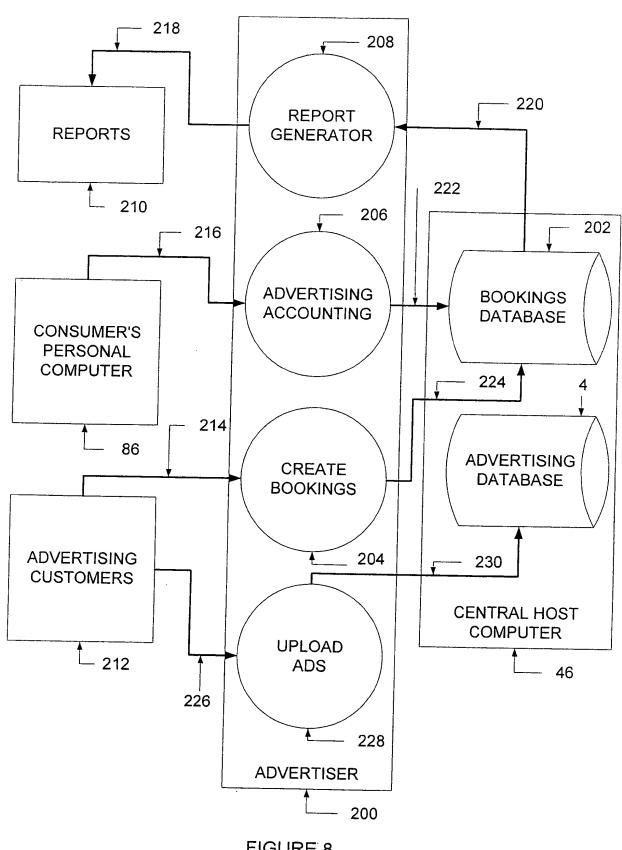


FIGURE 8

